

Brewer of brand brilliance Sphe Vundla assumes new corporate role at SAB

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South African Breweries (SAB) raises a glass to its new corporate brand director Sphe Vundla. Sphe, who already took a sip, is ready to elevate SAB's corporate brand in a way that not only resonates with this iconic brand's many stakeholders, but with the nation at large.

"It is an exciting opportunity to be able to integrate cross-functionality at a regional and national level to tell our stories with impact. I want to elevate the SAB brand and work closely with the SAB Foundation to ensure that everyone knows and engages with our programmes which are making a difference and serving our communities across the nation," says Vundla.

As a self-confessed provoker of purpose and passionate communicator, this high-performance leader is looking to brew a particular brand of excellence in everything he pursues. He joined the SAB in 2018 after a stint at Nedbank as their group digital manager with the Nedbank Group Marketing Communication and Corporate Affairs division.

From banking to beer, Sphe is ready to continue creating award-winning campaigns and programmes that help brands shape culture.



As a marketer, Sphe's experience across numerous marketing disciplines and industries has given him the power of adaptability. This at a time when agility has become the corporate world's most potent superpower.

What makes Sphe perfect for this role? His experience with and love for South African Breweries, of course! Over the last three-and-a-half years, Sphe has been intricately involved in some of SAB's most iconic beer brands including Castle Lager, Castle Free, Carling Black Label, Lion Lager and Hansa leading the digital and integrated media functions for these brands. Just last year he became marketing manager of the brand that built SAB in South Africa's hearts, minds and sports stadiums – Castle Lager. Here he got to manage incredible sponsorship opportunities at SAFA, CSA and most recently, SARU through the brand's sponsorship of the Castle Lions Series.

"SAB has been my favourite journey in my career thus far. Being afforded the opportunity to leave my mark on some of our continent's biggest brands has been a great honour. Through my recent promotion as corporate brand director at SAB, I am excited to build an integrated team with a contagious 'can do' culture of excellence, develop young talent, and collectively take the SAB brand to new heights. Cheers to that!"

